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U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

**POWER OF ATTORNEY BY ASSIGNEE OF  
ENTIRE INTEREST (REVOCATION OF PRIOR  
POWERS AND APPOINTMENT OF NEW POWER)**

Docket Number:  
**12724/3**

Application Number  
**09/372,416**

Filing Date  
**August 11, 1999**

Examiner  
**Unknown**

Art Unit  
**2761**

Invention Title  
**EASILY MODIFIABLE MACRO TAG FOR INTERNET  
ADVERTISING**

Inventor(s)  
**Jonathan DORFMAN**

Address to:  
Commissioner for Patents  
Washington D.C. 20231

As assignee of the entire interest of the above-identified application by virtue of an executed Assignment, recorded in the U.S. Patent and Trademark Office, all powers of attorney previously given are hereby revoked and the following attorneys and/or agents are hereby appointed to prosecute and transact all business in the Patent and Trademark office connected therewith:

**Edward J. Handler, III** (Reg. No. 25,507)  
**Michelle M. Carniaux** (Reg. No. 36,098)  
**Andrew L. Reibman** (Reg. No. 47,893)

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**\*26646\***  
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PATENT TRADEMARK OFFICE

Andrew L. Reibman, Esq.  
KENYON & KENYON  
One Broadway  
New York, New York 10004  
(212) 425-7200 (phone)  
(212) 425-5288 (facsimile)

**BEH Investments LLC**

Date: 3/11/2003

By: Benzion Wachsman  
Name: Benzion Wachsman  
Title: